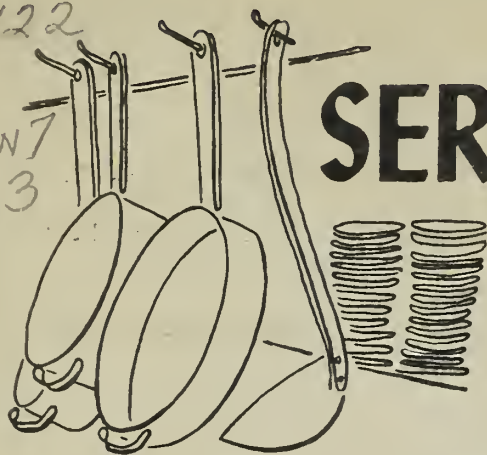


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SERVING MANY

Food news for food managers in industrial plants, restaurants, hotels, and hospitals

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APR 30 1946
U.S. DEPARTMENT OF AGRICULTURE

WAR FOOD ADMINISTRATION
Commodity Credit Corporation
Office of Supply

Vol. 3, No. 34

August 27, 1945

DAILY OPERATIONAL COST CONTROL

A large number of industrial feeding establishments are being operated at the present time with a minimum of financial control. Rapid expansion of old facilities, new in-plant food services with inexperienced operators, and shortage of clerical workers, all account in some measure for this situation.

A Daily Food Service Cost Control institutes a report on performance which shows whether the industrial feeding operation is being run on a sound financial basis, and, if not, it indicates where the difficulties lie.

In order to keep all the costs, food, labor and other operating expenses to approximately the desired percentage a daily current record system is essential.

This system shows daily progress being made in meeting the budget's standards for the various major items of expense, including food, labor, and other operational items. By keeping such a daily record, the manager of the food service can take corrective action immediately when any costs exceed, or are below the budget set up for the particular item. For example, if the budget provides for a 53% food cost, a 35% labor cost, and a 12% cost for all other items, this system shows daily how closely the operation is meeting the budget standards. For this reason such a system is most valuable when the manager analyzes the cost records daily.

Only in this way can undesirable trends be corrected immediately and steps taken to keep costs on a healthy course. Costs may often be far out of line by the time the monthly profit and loss statement is prepared. For this reason, a daily report system is recommended.

RE: POTATOES

Industrial feeding operators, restaurants and hotels have been encouraged to serve more potatoes during this time when meat, butter, eggs and sugar are what your customers want. The fact remains that in spite of these shortages we HAVE potatoes, and in greater supply than can be absorbed at the current rates of consumption. So, if you can add more potatoes to your daily food program--do so, and continue to do so until the crop of U.S. #1 potatoes are utilized completely. Serve them more frequently using any of the many popular menus. Urge their maximum use through your plant paper.

"Industrial Feeding Section-Room 700-821 Market Street, San Francisco 3, California" (over)

In order to fully assist industrial food services in establishing a daily operational cost control system, we have a proposed form which is available gratis upon request. Consulting services of an Industrial Feeding Specialist in this connection is also available.

To secure your copy of the forms for the DAILY OPERATIONAL COST CONTROL system, fill in the form below.

DAILY OPERATIONAL COST CONTROL

Company Name _____

Attention of _____ Title _____
(Your Name)

Address _____

SEND THIS FORM TO:

U. S. DEPARTMENT OF AGRICULTURE - OFFICE OF SUPPLY (CCC)
Industrial Feeding Section, Room 555
821 Market Street, San Francisco 3, California
Telephone EXbrook 8381 - Ex. 89